

SUMMARY

Creative and disciplined graphic designer with a strong foundation in visual communication, creative direction, and project management systems, honed through 23 years of military leadership. Soon to graduate with an M.A. in Graphic Design, I bring expertise in Adobe Creative Suite and advanced design tools (GenAI) to deliver custom and marketing graphics and design projects that uphold brand and quality standards, and industry trends. Dedicated and committed to visual storytelling, naming conventions, and digital asset management, I prioritize guiding projects from concept to execution while maintaining effective version control and producing user-friendly digital media. My background in strategic planning, content management, and team leadership enables me to serve with respect, crafting visual identities, special events, and brand storytelling that clearly communicate messaging, engage audiences, and achieve business goals.

SKILLS

- **Adobe Design Suite Software** (Photoshop, Illustrator, InDesign, Lightroom)
- **Generative Artificial Intelligence** (ChatGPT, Microsoft Copilot, Meta AI, Midjourney)
- Software: Microsoft Office Suite
- Graphic Design: Branding, Layout Design, Typography, Visual Communication
- Creative Strategy: Social Media Campaigns, Content Creation, Communication Planning
- Leadership: Team Management, Strategic Planning, Project Coordination
- Texas Driver's License, Maintained Secret Clearance for 10+ years with zero incidents
- Fluent English

EDUCATION

- **Academy of Art University** - San Francisco, CA, Master of Arts, Graphic Design | Dec 2025
- **New Mexico State University** - Las Cruces, NM, Bachelor of Fine Art | May 2018
- **Texas A&M University** - College Station, TX, Bachelor of Science, Journalism; emphasis in Advertising | May 2007

PROFESSIONAL EXPERIENCE

El Paso Karate | El Paso, TX **Instructor & Social Media Manager (Part-time)** | March 2021-April 2023

- Managed and grew the business's social media presence by creating, developing, and curating engaging digital content aligned with brand standards and industry trends.

Zin Valle Vineyards | Canutillo, TX **Marketing & Events Coordinator (Part-time)** | January 2017-March 2020

- Developed and managed promotional materials, designed custom graphics, and coordinated product distribution, ensuring consistent brand standards, visual identity, and customer-facing presentation across retail environments.
- Coordinated and promoted special events and live music, enhancing customer experience and reinforcing the brand's community-driven identity.
- Created and executed multi-platform social media campaigns, driving audience engagement and strengthening brand awareness through tailored digital media strategies.

Civil Affairs Officer US Army Reserves | 410 Civil Affairs Battalion, El Paso, TX | January 2015- April 2025 | Honorably Discharged – Retired

- Acted as primary liaison between the U.S. Army and diverse civilian authorities, facilitating effective communication and collaboration to achieve shared objectives.
- Analyzed civilian populations and local governance structures to inform planning, support humanitarian initiatives, and foster community resilience.
- Developed and implemented outreach strategies to engage stakeholders, manage sensitive negotiations, and resolve conflicts in multicultural settings.
- Supported the development of training materials and presentations to educate both military personnel and civilian partners on collaborative processes and cultural awareness.

Public Affairs Officer US Army | Fort Bliss, El Paso, TX | September 2010 – January 2015 | Honorably Discharged

- Directed the production and editing of visual and digital content, leading teams of journalists, photojournalists, and broadcasters, and other various creators to produce compelling storytelling aligned with brand identity and communication goals.
- Developed and executed comprehensive communication strategies to meet the informational needs of both internal and external audiences.
- Advised senior leadership on communication strategy and brand positioning, transforming complex decisions into clear, audience-focused messaging that supported organizational objectives.

Signal Officer US Army | Fort Huachuca, Arizona 2006-2010

- Organized and mentored cross-functional teams, providing leadership and guidance that parallels creative direction in managing communication assets for diverse military units.
- Oversaw the management and maintenance of high-value equipment, applying strong attention to detail, resource allocation, and quality standards—skills directly transferable to design tools, digital assets, and content management systems.
- Trusted with high-value assets and sensitive information; consistently cleared comprehensive background checks.
- Directed the promotion, training, and professional growth of team members, building collaborative, user-friendly environments that foster continual learning, much like cultivating design teams to stay aligned with industry trends and brand standards.

Multimedia Illustrator US Army | Fort Bragg, North Carolina 2001-2005

- Applied graphic design and visual storytelling skills to create brochures, posters, flyers, handbills, leaflets, and other signage and print media, transforming written ideas into compelling visuals.
- Collaborated with cross-functional teams to conceptualize and tailor messaging for specific target audiences.
- Demonstrated proficiency in troubleshooting hardware and visual design challenges to ensure high-quality project outcomes.